DORAL Full Flavor, Full Flavor Menthol and Lights Box

Introductory Timetable

	Dates
Account Managers Begin Selling Direct Accounts and Chains	2/19/96 - 3/11/96
Direct Account Introductory Period	3/11/96 - 4/5/96
First Order Date - Promotional Product (Available at CDC For Order)	3/11/96
First Ship Date - Live Product (Available at Public Warehouse)	3/11/96
All Promotional and Live (Allocated) Product Ordered and Shipped to Direct Accounts	3/29/96
POS Kits Carton/Pack Tags and Repacks - Available for Order	2/19/96
Available for Shipment	3/11/96
RJR Inventory Audit (Expansion Market Only)	4/8/96-4/9/96

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DORAL Full Flavor, Full Flavor Menthol and Lights Box

Availability Areas/Regions

DORAL Full Flavor, DORAL Full Flavor Menthol and DORAL Lights Box will be made available in the following existing and expansion markets:

Expansion Regions

NESA	1100 Boston Region *
	1200 New York Metro
	1300 Philadelphia *
	1600 Buffalo *
	1700 Pittsburgh

* Currently has DORAL Full Flavor and Lights Box

(Balance of U.S. introducing DORAL Full Flavor and Lights Box only)

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DORAL Full Flavor, Full Flavor Menthol and Lights Box

Marketing and Sales Objectives/Strategies

DORAL Box products are an entry into the growing Savings Box category. These products will capitalize on the high development of Box packaging throughout your marketplace (35% of total industry is Box packaging).

Objective:

Optimize distribution on DORAL Box (83 FF, FF Menthol and Lts) within current availability markets and introduce in the balance of U.S. (without major disruption to current selling plans and Field Sales work load).

Key Strategies:

Maximize Box growth in light of Basic Box introduction and GPC activity (20% of GPC's volume is Box packaging). Obtain distribution via direct accounts/wholesalers with emphasis on retail accounts where savings is average to highly developed. Gain trial via display/product positioning, strong price communication with new Box POS and promotional offers.

- Distribution push in current DORAL Box Markets.
- Intro program (chain and distributors) in new and existing markets.
- Utilize direct accounts to gain distribution in retail accounts to minimize Field Sales involvement.
- In existing DORAL Box markets, include 25% of DORAL Box in March ashtray promotions where possible.
- Include DORAL Box in May DPC promotions (e.g., 50%).
- Include Box styles in consumer pricing/ceiling strategy.

Product and Packaging:

- DORAL Full Flavor, Full Flavor Menthol and Lights Box are consistent with the current DORAL Full Flavor, Full Flavor Menthol and Lights soft pack styles.
- Graphics are closely tied to current soft packs.
- Both Box products have cork filters consistent with our DORAL Full Flavor, Full Flavor Menthol and Lights soft pack styles, GPC and Basic Box styles.

Distribution Strategies:

- Obtain maximum distribution levels of DORAL Full Flavor, Full Flavor Menthol and Lights Box in accounts whose Savings/Savings Box category development is average to high. (Distribution objectives to be determined by your region based upon marketplace opportunity and communicated to direct accounts.)
- Primary Savings focus should be DORAL Box during the introductory period.
  - Direct Accounts to ensure distribution and delivery of DORAL Box live product and the B1G1F promotional offer to retail.
  - RJR Field Sales (during normal call coverage) to ensure DORAL Box POS is placed at retail to communicate price and create consumer awareness during introduction.

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DORAL Full Flavor, Full Flavor Menthol and Lights Box

Direct Account Fact Sheet - Live Product

Introductory Allowances - Live Product

An introductory promotional payment of **$5 per 6M case** will be available on all DORAL Full Flavor Box, Full Flavor Menthol and Lights Box allocated and shipped between March 11 and April 5, 1996. This promotional payment will be deducted from invoice. Credit-worthy customers will receive an additional 14 days to the regular terms on allocated purchases.

An additional **$10 per 6M case** will be available on all DORAL Full Flavor, Full Flavor Menthol and Lights Box allocated and shipped from the direct account to retail between March 11 and April 5, 1996. A one-time payment will be made to the direct account on product that was shipped to retail. Payments will be issued by RJR to the direct account.

Ordering

First Ship Date: March 11, 1996

Pricing

DORAL Box styles will only be available in 6M cases. List prices and terms will be the same as current styles of DORAL.

	List Price	Carton	6M Case
DORAL Full Flavor Box	$43.95/M	$8.79	$263.70
DORAL Full Flavor Menthol	$43.95/M	$8.79	$263.70
DORAL Lights Box	$43.95/M	$8.79	$263.70

Product Dimensions & Weights

	Length	Width	Height	Cube (ft.)	Weight
Pack	2.2047"	0.9055"	3.4055"	.004	.933 oz.
Carton	11.125"	1.875"	3.4375"	.041	10.13 oz.
6M Case	17.375"	11.3125"	11.125"	1.265	19.8 lbs.

UPC Information

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	DORAL FF 83 Box	DORAL FF Menthol 83 Box	DORAL Lt 83 Box
Pack	12300-84099	12300-23283	12300-84199
Carton	12300-84013 84043	12300-23284 23371	12300-84113
6M Case	12300-84006 22362	12300-23285 23373	12300-84106
	LIVE BIGIF	LIVE BIGIF	

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DORAL Full Flavor, Full Flavor Menthol

Direct Account Fact Sheet - Promotional Product B1G1F

An introductory B1G1F program has been designed to provide trial on DORAL Full Flavor Box and DORAL Full Flavor Menthol Box (only DORAL Full Flavor Box and Full Flavor Menthol Box will be included in the B1G1F offer because these styles are strong performers in your markets).

DORAL FF and FF Menthol - Promotion Details

Promotion Number:	600895
First Order Date:	3/11/96
Promotional Product Code:	DORAL FF Box B1G1F 12300-22362 (6M Case) DORAL FF Menthol B1G1F 12300-22373 (6M Case) (All product shipped in white cartons)
Display/Shipper Information:	Special Shipper/B1G1F Kit #508880 (1/SKU) (Contains 1 Pack Display and 1 Offer-Specific Riser Card for Display)
Display Load:	Kit has been designed to hold: 2 Cartons - DORAL FF Box 2 Cartons - DORAL FF Menthol Box Direct Account to place 4 cartons of promoted product in kit and ship to retailer by April 5, 1996 (RJR to furnish illustration of kit).
Special Display Allowance:	A special display payment of $2 per display ($15 per 6M case) will be issued to the direct account by RJR for selling in the displays at retail by April 5, 1996.

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Source: https://www.industrydocuments.ucsf.edu/docs/ksdn0000

DORAL Full Flavor, Full Flavor Menthol and Lights Box

Account Managers/Reps and ROU Information

Live Product Allocations

Direct account allocations may be viewed in BPE as Promotion #495 in the "A20 New Brand Allocation" function. Drive period is 603-00 Domestic. Allocations were based on the direct account's purchase of DORAL Full Flavor, Full Flavor Menthol and Lights Soft Pack during the last 12 months. (Steps for viewing allocations are attached.)

All live product allocation change requests should be forwarded to your Area Manager of Operations for approval by March 11, 1996.

B1G1F Promotion Details

Promotion #:	600895
Allocations Available in BPE:	2/19/96
First Order Date:	3/11/96
Display:	#508880 (1/SKU) Contains 1 Pack Display, 1 Riser Card
POS Available for Order:	2/19/96
POS Available for Shipment:	3/11/96
Reporting Codes:	DOR BOX B1G1F (Report # Offers) Dates: 4/1/96-5/31/96 (For ROU Reporting) DOR BX DPLY PAY (Rate $2.00) Dates: 4/1/96-5/31/96 (TPS Only)

The $2 display payment is to be issued by the ROU to the direct account for displays they sell. The $2 display payment may also be issued to direct chains for displays RJR Account Managers sell.

Only the DORAL Full Flavor and Full Flavor Menthol Box will be available for the B1G1F promotion due to these being stronger performers in your regions.

RJR Inventory Audit

Expansion Markets (Regions 1200 and 1700) - The additional $10 per 6M case will be available on all allocated product that has been shipped from the direct account to the retailer between March 11 - April 5, 1996. The ROU will have access to a report in BPE on Monday, April 8, which will list the direct account's number of cases allocated, ordered and shipped with a blank area for existing inventories. The report should then be distributed to the appropriate Account Managers/Reps who will record the on-hand inventory on April 8 and 9. The ROU will be responsible for entering the final information "on-line" in BPE by April 12. Customer Services will issue a payment to the direct account(s) based on this data. Payments will not exceed the allocated quantity.

Existing Box Markets (Regions 1100, 1300 and 1600)
To eliminate a "count/recount" (pre-audit) of existing inventory of DORAL FF Box and Lts Box, the account managers/reps with direct account responsibilities will not be required to do a physical inventory audit of these two styles to verify payment to direct accounts on allocated quantities. Payments will be made based on actual shipments made to these accounts on allocated quantities of these two styles. However, it is your responsibility to ensure that this product is moved to retail by April 5. **An audit will be required on the remaining DORAL Full Flavor Menthol Box product on April 8-9 that has not moved to retail.**

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DORAL Full Flavor, Full Flavor Menthol and Lights Box

Account Managers/Reps and ROU Information

POS Support:

Available for Order	2/19/96
Available for Shipment	3/11/96

	Description	Item #	SKU Packing
	24" Package Merchandiser Card w/pricing	508172	1
	Large Paster w/pricing	508175	1
	Pack Starburst w/pricing	508181	1
	Wobbler w/pricing	508184	1
	Folded Shelf Strip w/pricing	508190	1
*	DORAL Menthol Box B1G1F/Shipper Kit	508880	1
	DORAL FF Box Carton End Label	470444	10 Sheets
	DORAL Lt Box Carton End Label	470450	10 Sheets
	DORAL FF Menthol Box Carton End Label	508922	10 Sheets
	DORAL Pack Tag - FF, Lt Box	470441	1 Sheet
	DORAL Pack Tag - FF Menthol Box	508940	1 Sheet
	DORAL FF Box Repack	470453	100
	DORAL Lt Box Repack	470462	100
	DORAL FF Menthol Box Repack	509522	100

(POS and Kits to be allocated to regions)

*Illustration of Shipper Kit will be "faxed" to your ROU.

Brand Tables:

DORAL FF, FF Menthol and Lights Box will be entered into the brand tables on 3/11/96 and remain in the tables through the end of the year in order to read distribution data.

Shelf Life:

DORAL FF, FF Menthol and Lights Box will follow our standard shelf life policy.

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DORAL Full Flavor, Full Flavor Menthol and Lights Box

Steps for Viewing "Live Product" Allocations in BPE

1. Access BPE in normal manner.

2. Request A20 New Brand Allocations.

3. Select from the following functions:

   A2R Reports
   A21 Allocations by Sales Level
   A22 Inquiry by Account Level
   A25 Direct Account Inquiry by Promotion

These functions are similar to BSGSF promotional product allocations with the exception that updates or changes cannot be made to the quantities.

If you have questions, please call Stephanie Fields, extension #7742.

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- BPEC40N2 PROGRAM DETAIL INFORMATION 02/20/96 11:05:02.8

SALES LEVEL: NEXT FUNCTION:

PROGRAM CONTACT: SHARON REID-2584____

PROMOTION/DTOPS NO: 600895 DESC: DORAL BOX/MENTHOL BOX INTRO/POS/B1G1F

DTS DATE: 04/08/96

PROMOTION UPC CODE: _____ - _____

COMMENTS:

DORAL BOX B1G1F TO BE WORKED BY THE DISTRIBUTOR IN CONJUNCTION WITH___
NATIONAL INTRO OF DORAL BOX. 1ST ORDER DATE: 03/11/96._____
PF6 FOR B1G1F SHIPPER/DISPLAY KITS FOR DISTRIBUTOR TO PACK PROMOTIONAL
PRODUCT AND SHIP TO RETAILER. EACH KIT CONTAINS PACK DISPLAY & RISER_
CARD._____
PF6 FOR KITS, POS FOR FIELD SALES--_____
PF8 FOR REPORTING CODES FOR PRODUCT SHIPPED TO RETAIL & ALSO TPS_____
PAYMENT CODE FOR DISPLAYS ($2/DISPLAY OR $15/6M CASE) TO BE PAID BY___
ROU TO DIRECT ACCOUNT OR CHAINS._____
DORAL MTHL ONLY APPLIES TO NORTHERN SALES AREA EXCLUD. CINN. REGION.__

Enter-PF1---PF2---PF3---PF4---PF5---PF6---PF7---PF8---PF9---PF10--PF11--PF12---
Help Quit Retrn DATES SMS PROD DISP Main

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- BPEC40N2 BXGXF PRODUCT CODE DISPLAY 02/20/96 11:04:49.4
NEXT FUNCTION: ___

PGM-ITEM: 600895020701 OFFER-CODE: DESC: DOR BOX B1G1F

UPC PREMIUM CODE	DESCRIPTION
22362	DOR FF CPB 83 20, DOM 6M B1G1F 50129
22363	DOR LT CPB 83 20, DOM 6M B1G1F 50129
23373	DORAL FF MEN CPB 83 20, DOM 6M B1G1F

Enter-PF1---PF2---PF3---PF4---PF5---PF6---PF7---PF8---PF9---PF10--PF11--PF12---
Help Quit Retrn DATES SMS PROD DISP Main

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- BPEC20S2 SMS ITEM DETAIL DISPLAY 02/20/96 11:04:26.7
NEXT FUNCTION:

PROMOTION # 600895 DORAL BOX/MENTHOL BOX INTRO/POS/B1G1F

ITEM #	DESCRIPTION	PACKED/SKU
508841	DOR DOR BX INTRO B1G1F KI	1/EA
508172	DOR MENTHOL BOX 24"	1/EA
508175	DOR MENTHOL BOX LG	1/EA
508181	DOR MENTHOL BOX STA	1/EA
508184	DOR MENTHOL BOX PRI	1/EA
508190	DOR MENTHOL BOX FOL	1/EA
508880	DORAL MEN/BX B1G1F	1/EA
508202	DOR BOX 24" PKG MER	1/EA
508205	DOR BOX LARGE PASTE	1/EA
508211	DOR BOX STARBURST	1/EA
508214	DOR BOX PRICING WOB	1/EA
508220	DOR BOX FOLDED SHEL	1/EA

Enter-PF1---PF2---PF3---PF4---PF5---PF6---PF7---PF8---PF9---PF10--PF11--PF12---
Help Quit Retrn Bkwrd Frwrd Main

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TAB DOWN TO FIELD AND PRESS ENTER FOR ALLOCATION INFO.

A11 - BPEA11N2 ALLOCATION BY SALES LEVEL 02/20/96 01:07 PM

NEXT-FN :

		DORAL FF BOX B1G1F	DORAL LT BOX B1G1F	DORAL FF MEN BOX B1G1F
SALES LEVEL: 16 BUFFALO REGIO				
PROMOTION : 600895				
PERIOD : 604-00				
	ALLOCATION:	229		229
SALES LEVEL	AVAILABLE :	229		229

1005 [illegible] = 68,700

45% CASES

75 displays/case x.458 = 34.35 displays

ADD A SALES LEVEL

Enter-PF1---PF2---PF3---PF4---PF5---PF6---PF7---PF8---PF9---PF10--PF11--PF12---

Quit Retrn Main

Allocations

Renee 1645

Wilson Farms 93 x 2 = 186 (279)

Noco 62 x 2 = 124

Sugar Creek 101 x 2 = 202

Kwik Fill 326 x 2 = 652 978

120 cs. of [illegible] style

Bruce 1642

Express Mart 32 x 2 = 64

Red Horse 23 x 2 = 46 404

Mirabito Quickway 34 x 2 = 68

Americastess 59 x 2 = 118

Amarosa [illegible] [illegible] x 2 108

109 cs of [illegible] style

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A25 - BPEA15N5 DIRECT ALLOC. INQUIRY BY PROMOTION 02/20/96 10:58 AM
NEXT FUNCTION:

Sales Level: 16XX Prom: 495 DORAL BOX INTRO

Period: 603-00

Div	Name		DORAL FF MENTHOL BOX	DORAL FULL FLAVOR BOX	DORAL LIGHT BOX
1622	1622 SYRACUSE DIVISION	Dom	132	185	198
1623	1623 ALBANY NY DIVISION	Dom	44	57	59
1626	1626 BUFFALO DIVISION	Dom	95	131	137
1636	1636 SPRINGFIELD DIVISION	Dom	25	35	37
1638	1638 NASHUA NH DIVISION	Dom	32	44	46
			328		

Enter-PF1---PF2---PF3---PF4---PF5---PF6---PF7---PF8---PF9---PF10--PF11--PF12---
Quit Retrn UP DOWN LEFT RIGHT Main

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Source: https://www.industrydocuments.ucsf.edu/docs/ksdn0000

A25 - WKP619N1 DIRECT ACCOUNT ALLOCATIONS INQUIRY 02/20/96 11:00 AM
NEXT FUNCTION:

Sales Level: 16XX Promotion: 495 DORAL BOX INTRO
Period: 603-00 Total Allocation

	DORAL FF MENTHOL BOX	DORAL FULL FLAVOR BOX	DORAL LIGHT BOX
DOM	328	452	477

Enter-PF1---PF2---PF3---PF4---PF5---PF6---PF7---PF8---PF9---PF10--PF11--PF12---
Quit Retrn Main

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Source: https://www.industrydocuments.ucsf.edu/docs/ksdn0000